

Syllabus

SCHOOL OF MANAGEMENT MK 388: Global Marketing

5 Credits
Effective: Winter 2016

*Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

An organization's performance is derived from fundamental elements, such as tasks, human resources, structure, systems, culture, behavior, and informal networks. The more congruence there is among these organizational elements, and the more aligned they are with the external environmental realities and the strategy of the firm, the more effective the organization will be in the marketplace. Misalignments among internal and external components indicate a need for change and relevant interventions. This class is designed to cultivate students' understanding of organizational effectiveness by equipping them with knowledge areas and skills that help to assess, analyze, and increase the degree of congruence between a company's internal and external components. Students will learn about a wide range of organizational development methods, tools, and techniques that professionals utilize to improve a company's effectiveness.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the Reading List link in your online course as well as from the library homepage ("Find Your Reading List" button).

Note: Required resources that must be purchased by the student are tagged "Purchase from a vendor of your choosing." Required resources with a direct link, "Available through CityU Library", are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

CITYU LEARNING GOALS

This course supports the following City University learning goals:

COURSE OUTCOMES

In this course, learners:

- Develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies
- Examine cultural, political, legal and economic issues
- Assess the future of global marketing
- Assess current issues in global marketing
- Debate the impact of politics on global marketing

- Analyze global strategic partnerships and global value chains
- Identify and explain the variables involved in selecting pricing strategy in the global marketplace

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Access and evaluate relevant information to guide business decisions
- Appraise the threats and opportunities of conducting business in a world with fewer barriers
- Evaluate a company’s marketing strategies and make recommendations

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle’s decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Economic & Cultural Analysis	25%
Competitive Market Analysis	25%
Market Audit	25%
Instructor Determined Assignments	25%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Economic & Cultural Analysis

New product introductions, changes in advertising programs and other marketing program decisions begin by looking at an individual country in which we wish to enter. A marketer needs basic information in order to evaluate a country market’s potential, identify potential problems, identify a country’s environment, and develop a strategic marketing plan. An economic and cultural analysis is a good place to start. Here we can understand business customs and other important features of a country. In addition, we can learn about the soundness of a country, distribution channels and media availability. Your instructor will provide you with guidelines for conducting an Economic & Cultural analysis.

<i>Components</i>	<i>% of Grade</i>
Requirements	30%
Purpose/Thesis Statement	10%
Content	20%
Writing Mechanics	20%
References	10%
Organization	10%
TOTAL	100%

Competitive Market Analysis

To determine the level of competitive intensity in a particular country, we need to determine several factors including: (1) the degree to which customers are loyal to home country brands; (2) the degree to which competing brands exist and have a foothold in the marketplace. Once we have an understanding of the competing products, we can then identify a strategy for successful market entry. Your instructor will provide you with guidelines for conducting a thorough competitive market analysis.

<i>Components</i>	<i>% of Grade</i>
Requirements	30%
Purpose/Thesis Statement	10%
Content	20%
Writing Mechanics	20%
References	10%
Organization	10%
TOTAL	100%

Market Audit

In many ways the marketing audit clarifies opportunities and threats, and allows you to make alterations in your plan, if necessary. A PEST analysis, SWOT analysis and Five Forces analysis all come into play in a market audit. See your instructor for guidelines for conducting your market audit.

<i>Components</i>	<i>% of Grade</i>
Requirements	30%
Purpose/Thesis Statement	10%
Content	20%
Writing Mechanics	20%
References	10%
Organization	10%
TOTAL	100%

Instructor Determined Assignments

Whether in class, online, or in a mixed mode setting, students will be graded on their participation in classroom discussions; ability to present, explain, or defend alternative viewpoints; and the degree to which they have mastered the concepts and principles inherent in the study of business management. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. The instructor may also choose to create additional activities to support learning in the classroom or online.

<i>Components</i>	<i>% of Grade</i>
Quality of Responses	50%
Quantity of Responses	30%
Timeliness of Responses	20%
TOTAL	100%

COURSE POLICIES

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor prior to the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to the team project.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. City U will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Harassment

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

Support Services

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.ed to request a user name and password.